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Number 3

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THE SMOKER'S MAGAZINE



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— NEW YORK. —

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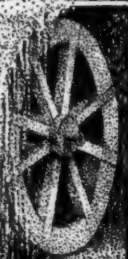
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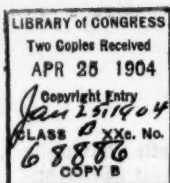


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THAN
EVER**

A FEW LEAVES
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AND TEN
CLEAN FINGERS
MAKE THE
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THE SMOKER'S MAGAZINE



A Magazine of Business,
Recreation and Smoke



Volume XII.

NEW YORK, MARCH, 1904.

Number 3.

The Advertising of Smokes.

WHAT is it that will induce the greatest number of customers to enter the store? An exhaustive discussion of the question could but result advantageously to every storekeeper and seller of goods throughout the world. Such a discussion would at least bring forth many good views and suggestions, which when boiled down into a composite idea would probably prove of inestimable value in selling goods.

In considering the above question it is dollars to doughnuts that the first thing that will come to your mind, either as a direct answer to the question or leading to it is the "show window"—that is the answer, in nine cases out of ten, and it is so considered by the leading and most representative business men who have answered this query. The concensus of opinion is that the window display is the magnet that attracts trade to the establish-

ment; and it is the wise merchant who studies, plans, and concentrates his efforts in making his window as bright, snappy, attractive and catchy as lies within human power.

The object of the display of goods in the show window is to show the goods the merchant carries, and for which he invites trade; and in this connection it may be said that "Handsome is as handsome does"—it is the window trim that sells the goods that is most desired. Artistic displays may be handsome and ornate, but they are not always effective displays; the most effective display is not the one that contains a multitude of articles—specializing in this connection is much to be desired.

The main display should occupy the most prominent portion of the window—the secondary display to form the sides and back ground. But, under no circumstances should

the display be crowded—it is unwise in the extreme as many times before stated in this department. The window trimmer should never lose sight of the fact that his work is to be viewed from the outside, and not from his view point, the rear or side. It is a good idea for him to occasionally step out into the street and note the result of his work—this will enable him to do better work and produce more satisfactory results. The main idea in a window display, usually the center portion, should be mapped out in mind or roughly sketched in advance—in the absence of such treatment a good idea is many times incorrectly worked out.

The window glass should be kept clean, and this can not always be accomplished by dashing water on the glass and removing same with a rubber cleaner. It is a good idea to occasionally wash the window with soap and water, in order to remove all grime and grit, then rinse thoroughly with clear water and dry in the usual manner. Plate glass and mirrors may be cleaned and polished by using a soft sponge, which after being saturated with water and well squeezed out may be dipped in spirits of wine—alcohol evaporates too quickly. Rub this over the glass and then lightly dust over with whiting; rub this off lightly and quickly and take a clean cloth and rub and polish the glass, finishing with an old silk handkerchief. Be sure the sponge is thoroughly washed out so as to contain no grime or grit, which is sure to scratch the surface of the glass. The whiting may be kept in a muslin bag through which it will sift as wanted.

It is well to polish briar pipes oc-

asionally with a cloth having a slight suspicion of oil—it will brighten up dull looking pipes and produce the reddish brown color sought by pipe smokers. Care should be exercised, however, not to oil plugged briars, usually termed "seconds," for the reason that the "plug," which is usually nothing more nor less than colored putty, retains its color; while the briar becomes darker and thus the imperfection is magnified and more readily seen. Do not oil amber, amberoid or vulcanites bits, or mouth pieces, as it will deaden the finish—simply polish them with a soft dry cloth.

Many good schemes are used by merchants to attract attention to the window—the following was made use of by a Westerner, which not only proved amusing but effective as well. He placed a large rooster in his show window with the announcement that the person guessing the nearest as to the number of feathers on the bird would receive a cash prize. A guess was allowed with every purchase made in the store and several prizes were awarded. The report fails to state the winning number, or the actual number of feathers on the fowl. For a "josh" window display a bunch of feathers on a feather duster might have been substituted. The latter could be used to excellent advantage in many windows in the land.

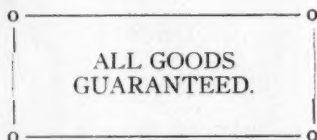
In nearly all window displays it is well to use price cards or tickets liberally—let them be plain and neat and not too large. Some merchants use cards of such generous size that it looks more like a display of price cards than articles of merchandise. Price cards should be

uniform in size and style and neatly and plainly lettered. Black cards lettered in white are plain and easily read; while the same may be said of red cards lettered in white, which have the added attraction of brightening up the display.

Another good scheme for attracting attention to the store and window, which, although it has been used innumerable times before seems to work as well as ever, is to take a gold watch, fully wind it at a certain hour and place it in a glass case, which is sealed in the presence of witnesses and located in the window, till the watch runs down and stops. Every purchaser is entitled to a guess as to the number of hours, minutes and seconds the watch will run, and the watch is given to the person making the nearest estimate, with other prizes to the second and third nearest. This scheme may be carried through in such a manner as to give the store at least a month's good advertising at small cost. An announcement might be placed in the window accompanied by the watch, in a handsome plush case, stating that the watch will be given away to the person making the nearest estimate as to the length of time the watch will run when fully wound. Every purchase should entitle the customer to one guess and it is a foregone conclusion that every smoker who knows of it will buy his cigars where he has a chance to win a fine gold watch.

In making show cards it is desirable to avoid crowding the card through the endeavor to say too much. The general card should carry a short story, as short as possible; and that brief and to the point. A general card for the win-

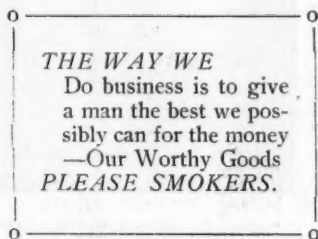
dow, and which later may be used to advantage in the store, might read:



The public will read a short crisp announcement, while little or no attention will be paid to a long story.

A good general rule to follow is to have one good announcement or show card prominently displayed in the show window. Only in the case of a very large display window should two or three cards be used, in which event the display should be divided into two or three separate or distinct parts.

The idea following will be of value to the average cigarman—it may be used for general purposes. Here it is:



If desired the name of some leading brand may be embodied in the wording, then "goods" should read "cigars."

The display lines at the top and bottom of the card following form a rhyme making a little jingle that

is more catchy, and at the same time the point is well carried.

A DREAM
OF DELIGHT

MAY BE ENJOYED BY
THOSE WISE SMOKERS
WHO TREAT THEM-
SELVES TO OUR PURE
GOLD CIGARS—THEY'RE
JUST RIGHT.

TRY SOME
TO-NIGHT.

The name of any of the cigar-man's brands may be substituted for the words "pure gold."

Speaking of jingles, the idea following may be reproduced as herein appears or printed in a regular four line stanza—

A GOOD
SMOKE—

*You appreciate, so
that's why we say,
once try our cigars,
and you'll smoke 'em*

ALL DAY

As the suggestion now stands it is of a general nature, but it may be made a special card by exercising a little ingenuity.

For pushing a 5c. brand the card suggestion following will prove of value—the words above and below, being brought out in a bold plain letter, will catch the eye and the bit of pleasantry be appreciated:

YOUR
PICK

Will please you—it
always pleases us to
sell a good smoke,
and this one we can
recommend . . .

FOR A
NICK—

Of course, the words in center portion of the bulletin may be altered to conform to the merchant's desires; such argument being offered as may be preferred.

—An Association of the Retail Cigar Dealers in Tacoma, Wash., was recently effected. Much enthusiasm was shown at the initial meeting. Its object is to stop price cutting.

—Last month the Imperial Tobacco Co. of Great Britain and Ireland, distributed the bonus to retailers who sold their goods, which amounted to 2¼% of their sales.

—It is estimated that 15,000 establishments in Chicago sell cigarettes, notwithstanding the fact that only 529 of them have secured a license and paid the \$100 tax required by the city authorities. This is certainly an exorbitant tax and evidently those who can, will get out of paying it.



MILKA TERNINA, WHO IMPERSONATES KUNDRY IN "PARSIFAL."

One of the conspicuous characters in "Parsifal," now being produced in New York, is Kundry, who is said to represent Mary Magdalene. Mme. Ternina has played the part many times at the Wagner theater in Baireuth.

LUCKY THOMPSON.

THOMPSON emphatically declared it nonsense, sheer nonsense. He even went so far as to say that his wife's passion for diamonds was—wicked. He had almost said vulgar, but that seemed rather too harsh. Mrs. T., however, clung lovingly to his neck and called him pretty names.

"Oh, it is so beautiful!" She was describing a diamond sunburst she had seen at a jeweler's that day. "And the dealer says it is a rare bargain at the price."

"They always say that," Thompson asserted.

"But this one really is. You would say so yourself if you saw it." Not that she knew much about it. She could hardly be called an expert at judging diamonds. Her specialty was judging Thompson, and she knew that if he, with his plunging tendencies, went so far as to look at the sunburst he would probably buy it for her.

"But you have a bushel of diamonds already," he said.

"A bushel! You silly boy!" she pouted sweetly. "I haven't a teacupful. Why, even Mrs. Joslyn has more than I, and I'm sure her husband is not to be compared with mine as a successful business man."

"That's just it." Thompson grabbed at the argument. "He's a chump. If he invested his money properly instead of buying gewgaws with it he wouldn't be everlastingly hard up."

In the matter of logical discussion Mrs. T. was no match for her husband. So she just snuggled closer to him and turned her soft, appealing eyes up to his.

"There, sweetheart," he said, kissing back her rising tears. "Forgive me. I'm a brute." He really thought he was.

That afternoon on the way home in his carriage he sat inspecting the bauble he had bought and reflecting on the size of the check he had given for it. Four thousand and odd dollars tied up in a bit of trumpery that would not be worn half a dozen times in the year!

Why, by judiciously investing that sum in margins he might turn it into a fortune in a few months. And the stock market so active just now too!

Still he gave her the sunburst like a gentleman, with no grudging remarks, and, truth to tell, really enjoyed the grateful pleasure she exhibited.

But that night he had a little secret business conference with his pillow. Whether the pillow was of his opinion



"HE'S A CHUMP."

at the outset doesn't matter since in the end Thompson's arguments prevailed and his resolution was adopted unanimously.

The next morning he said to his wife: "My dear, do you realize the danger of keeping \$30,000 worth of diamonds in this house? Isn't it rather too much of a temptation to lay before servants? Don't you think you'd better let me put

them into a safety deposit vault for you?"

His pillow had been easier to convince than his wife was. First she liked to have her jewels where she could look at them and show them to her friends. What was the use of owning beautiful diamonds if they were to be locked up where they couldn't be admired? Then suppose she should change her mind at some last moment and decide to wear her fleur-de-lis brooch instead of the sunburst! How exasperating not to have it at hand! Besides, she always kept them in the steel box where the servants could not get at them, and anyway, she said, the servants were perfectly trustworthy.

Thompson met all these arguments with masterly logic. Granting that the servants themselves would not steal, they were likely to talk to somebody who would. Servants, he pointed out, liked to brag about the wealth of their employers. As for the steel box, a burglar could carry it away, body and boots, and open it at his leisure.

Mrs. T. shuddered at the thought of a burglar, so Thompson laid it on a little thicker.

"We read every day of people being murdered in their beds," said he.

That was the final necessary straw. "Perhaps you'd better put them into the vault," Mrs. T. sighed.

That night Thompson called his pillow to order again and submitted the following preamble and resolution:

Whereas, The clever Mr. Thompson has found a place where they make paste diamonds which only an expert can tell from real ones, and

Whereas, Mrs. T., not knowing the difference, will be just as happy with paste as with real diamonds, and

Whereas, Thirty thousand dollars will margin enough T., Z. and W. to make a wagon load of money in the next thirty days; therefore, be it

Resolved, That everything is lovely and the goose hangs high.

There was nothing now to mar the happiness of either Thompson or his wife. Whenever she wanted to wear her jewels she had only to telephone to his office, and he brought them to her in good time. What odds if they weren't the real thing? Nobody suspected it, she least of all. Moreover, her husband never grumbled nowadays

when she hinted at new diamonds. He even bought some beauties for her without the asking—bought them, let her wear them a few times, and then when he was sure she had priced them at the jeweler's he substituted paste, sold the real stones, put the money into the game, and—the goose still dangled at a pleasing altitude.

But one day the string broke, or, to shift from poultry metaphor to the language of Wall street, the bears got on the market, and the roof caved in. At 3 o'clock that afternoon Thompson, with every dollar he could raise, was under the wreck, slated to be slaughtered at precisely 10 next morning. His brokers just hadn't sold him out and that was all. A drop of another point, and he was a goner.

From 3 to 6 he burned up miles of telephone wire with the heat of his pleas for money. Fifty thousand dollars would take him beyond the turn, but everybody who had that amount seemed to be hard of hearing.

At last his own bell rang, and he snatched up the phone, hopeful that somebody might be coming to the rescue.

"This is opera night, you know, dearie. Come soon and don't forget the jewels."

There were good, honest tears in Thompson's eyes as he hung up the receiver, tears that welled from a deeper, purer spring than had been tapped in his breast for many a day. If at that moment those jewels had been real nothing, not even his present strait, could have tempted him to displace one of them. But, oh, they were so false—false as he!

A plunger in all things, he now plunged into despair with his whole being, even as he had plunged into T., Z. and W. with his whole fortune. How he loathed the hideous thing that he saw himself to be! And how that loathing took away his strength to fight! What was the use? What was the use of anything?

He took the jewel casket from a cupboard of his desk (he had not even troubled himself of late to carry it to the deposit vault), called his carriage and went home with the craven heart of a poltroon trembling in his breast.

Don't pity him; pray, don't. Yes, he was suffering terribly, so terribly that he thought of suicide, but grief for his faithlessness was still mixed with consideration of exposure. He must be chastened more and more before he



THOMPSON FLUNG HIMSELF ON HIS KNEES BEFORE HER.

could deserve that divine quality of mercy which tempers the highest form of justice.

Mrs. T. could not fail to perceive that something had gone wrong. Thompson had hardly entered the house when she asked him what it was.

In an incoherent way, like a man talking in his sleep, he told her of his lesser troubles; how the bottom had fallen out of the market; how hundreds of longs had been ruined; how he himself had managed barely to keep his

margins good, but had completely exhausted his resources in doing so; how, in short, for the want of a few thousand dollars he would be a ruined man when the Stock Exchange opened next morning.

Most of it was as Greek to Mrs. T. She understood only that \$40,000 or \$50,000 would save him. She opened the jewel case on the table and turned to him with a sweetly sympathetic smile. "My darling boy," she said, "why didn't you sell these?" She went and sat beside him where he had sunk listlessly upon the sofa. "Didn't you know I would rather part with every one of them than have you worried for a moment? Why, it was for just such a time as this that I coaxed them from you. I knew what a plunger you were, you dear thing, and I—yes, dearest, I almost hoped that the time might come when they would save you. I wanted to be a help to you, a real helpmate, and I knew no better way."

Thompson had flung himself on his knees before her and buried his face in her lap. Every word that she spoke seemed to be a living thing clutching at his heart, dragging his drabbed soul into the light.

"There, there!" she crooned, stroking his hair, oh, so tenderly. "Let us go now and sell them. It is not too late."

"Yes, yes, it is too late!" In a frenzy of grief Thompson sprang to his feet and slammed the lid of the casket down. He could not bear to look, could not bear to have her look at those pasty things, so false, so worthless, so much like him!

Confession was at his tongue tip when he looked into her big, round eyes and read there the awful disappointment of her loving heart. Her cherished plan had failed.

"Too late!" she gasped.

"I—I mean it is too late—too late to sell them tonight." He was making the effort of his life. He must not give up. He must not confess. For her sweet sake he must conceal the crushing truth. For her he must fight the fight. "Tomorrow morning will be soon enough," he said. At least this would give him time to think.

He confided many things to his pillow

that night and adopted many manly resolutions. Among them was one to the effect that the splendid little woman beside him should never, never know. That was at once a noble and silly resolution, noble because it was conceived in loving tenderness of her, silly because he could not keep the truth from her.

Fate seems to enjoy making much ado about nothing. Possibly she has



THE AIR WAS FULL OF BEARS.

her reasons, though. If Thompson had only known it, he was not in the slightest danger. While he was tearing his heart out at home that evening two great bulls happened to meet in a box at the opera.

"Haven't those fellows had fun enough with T., Z. and W.?" one asked.

"I guess so," the other answered carelessly.

"Let's toss 'em. What do you say?"

"All right. Let's."

That was the end of it. The conversation turned upon something worth while—the new prima donna perhaps.

The first thing that happened in the Stock Exchange next morning sent the market kiting. The air was full of bears. Thompson just stood and jumped up and down until somebody near by told him not to make a blanked fool of himself.

"I won't!" shouted Thompson, jumping the higher. "I won't! Never again! Never, never!"

And what do you think he did with the first money he drew out of that deal? What else would you expect him to do but have those loathsome shams replaced by diamonds, the purest that money could buy?

Then, do you believe, he and Mrs. T. laughed and cried together and had the most enjoyable time of their lives over his story of clever Thompson's clever trick on his trustful little wife.

"Ah, but I wasn't so very trustful!" she said at last. "I had a feeling, an intuition perhaps, that if those diamonds were put into the safety deposit vault something would happen to them."

"Yes," said Thompson. "I remember how obstinately you opposed my proposition. But, now, sweetheart, you shall keep them always at home."

"No," Mrs. T. answered. "I have an intuition that they will be safer in the deposit vault—now."

A Strict Grammarian.

"You think a great deal of your husband, don't you?" said the visiting relative.

"You have the wrong preposition," answered Mr. Meekton's wife, with the cold tones of the superior woman. "I think for him."—Washington Star.

An Improvement.

"I see the agent has sold yez a carpet sweeper, Mrs. Maginnis. Is it as good as the ould fashioned broom?"

"It is an' better, Mrs. Mulduckie. I can knock Maginnis twice as far wid it."

IN THE SMOKE HOUSES.

POPULAR cigarman J. Blankenstein has opened a very handsome and up-to-date branch cigar store at 63 Barclay St., New York. His old store located at 30 Vesey St. where he is doing a most successful business, will of course be continued.

—Chas. Lockwood has purchased the cigar store in the Hotel Victoria, Spokane, Wash.

—A handsomely equipped cigar store has been opened in Tacoma, Wash. by W. L. Marquorot.

What looks like a very successful enterprize is the new cigar store recently opened in Indianapolis, Ind. by S. D. Pierson, in the Inter-urban Station.

—Harry Varner, Albia, Ia., has purchased the cigar establishment of Charles Ott.

—Wm. Byers has opened a very handsome cigar store in Portsmouth, O.

—An especially fine line of pipes and smokers' articles—meerschauts, briar and amber—are carried by J. L. Lintz & Co., 124 State St., Rochester, N. Y. This enterprising firm is doing an extensive business and showing a steady increase in their sales.

—In Rock Island, Ill., a handsome and artistic cigar store has been opened by E. W. Berry.

—Benj. Rosof, the cigarman of 130 Pearl St., New York, is about to celebrate the fifth anniversary of the opening of his establishment in the Hanover Square Building. Mr. Rosof is untiring in his efforts to please his customers and with his personality and fine line of goods, he commands the trade of almost every smoker in the building.

—C. H. Lansing is doing a good business at his cigar stand, which

is advantageously located in the entrance to the Chamber of Commerce Building, Rochester, N. Y.

—A. B. Woythaler, whose cigar establishment is located at 11 South St., New York, captures considerable trade from Brooklynites who make use of South Ferry. He makes a specialty of his "Capt. Jim" plug smoking tobacco.

—H. E. Eaton, is the general manager of the Casino Cigar Store at 400 S. Salina St., and Havana Cigar Store, 204 E. Genesee St., Syracuse, N. Y., at both of which establishments a rattling good business is being transacted with a fine line of goods to meet the demands of critical smokers.

—A. Illinger continues to dispose of a great number of fine cigars at his handsome cigar stand, 52 Broadway, New York. Mr. Illinger has well earned the title of the most genial cigarman on the street.

—E. N. Van Alstyn is the able proprietor of a handsome cigar establishment at Main and Scio Sts., Rochester, N. Y., where a varied assortment of choice smokes are temptingly displayed in handsome cases. Mr. Van Alstyn has built up a most profitable and flourishing business.

—A busy place is the cigar store at 71 W. Broadway, New York, which is ably conducted by Luther & Bergmann. Their Havana Star cigar is a winner for which they enjoy a steadily increasing demand.

—The new and handsomely fitted up branch cigar store at 162 Main St. West, Rochester, N. Y., which was recently opened by Chas. Grashof, is another step in the right direction, which better enables Mr. Grashof to attend to his increased patronage. Practically the same line of goods is carried as at Mr.

Grashof's other store at Main and North Sts.

—L. Schoenwald has a most desirable corner for his cigar establishment at 36 Centre St., New York, where he is transacting a very steady business.

—Geo. K. Vincent's cigar store, 356 Main St. East, Rochester, N. Y., is a busy place, where a fine line of goods is carried in catering to the demands of connoisseurs in smoke.

—Isaac Zimmerman is the hustling owner of the new cigar store opened in Van Buren, Ind.

—A new and attractive cigar store has been opened by E. W. Berry, in Rock Island, Ill.

—In San Francisco, Cal., the cigar establishment of Henry Burton has been acquired by P. S. Miguel.

—Harry Wunderlich has purchased the cigar store in the Oswego House, Lebanon, Pa., from George S. Trafford.

—The cigar business of W. S. Bogan has been purchased by C. F. McCracken, Hamburg, Iowa, who is well able to conduct it along the right lines.

—The Atkinson cigar store, Mason City, Iowa, has been purchased by the well known and popular tobaccoist, George M. Conway, of Sioux City and Cedar Rapids. This is another link in this enterprising cigarman's chain of up-to-date cigar stores.

—In Altoona, Pa., a runaway trolley car jumped the track in front of H. Irvin Harris' cigar store and he was badly bruised and the front of his store wrecked.

—Harry Ersey has purchased the cigar establishment of S. B. Jamison, Westchester, Pa., which promises to be a decided success under Mr. Ersey's aggressive management.

—A very attractive cigar store has been opened on Market St., Indianapolis, Ind., by Thos. J. Geraghty, of Rushville, Ind.

—C. W. Batsell has purchased the cigar establishment of C. H. Moody, Sherman Texas. Mr. Batsell has taken hold in a vigorous manner and expects to make a number of improvements.

—Portsmouth, N. H., has a very handsome and well equipped cigar store under the proprietorship of John Coleman, who was formerly a road representative of H. Traiser & Co.

—What looks to be a winner from the start is the well equipped cigar stand in the passenger office of the Georgia Southern & Florida Railway, at Jacksonville. It is very attractive and under the experienced hand of a man well known in tobacco circles, E. H. Calkins, formerly with Doty-Stowe Co.

—The cigar establishment of Carpenter & Rockwell, Pittsfield, Mass., has been purchased by W. D. Carpenter.

GOOD AMERICAN DOLLARS.

NEARLY every man, or boy, has many leisure moments that he would like to trade for good American dollars—this can be readily done, and the first step to bring about that desirable end is to write the Kelsey Press Co., Meriden, Conn., for their handsome illustrated catalog, which will demonstrate clearly "How to Make and Save Money and Increase your Business" on a very small investment. It is easy, interesting and profitable employment for man or boy. You will do any young man a favor by speaking to him about this—both of you can Make Big Money. Don't delay—write today.

THE SMOKER'S MAGAZINE

Published by
THE SMOKER'S MAGAZINE CO.
41 PARK ROW,
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Issued every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance. Subscriptions may begin at any time.

Remittances should be made by N. Y. Draft, Express Order or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

Subscriptions remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue the subscription, when payment of all arrears must be made.

Advertising rates furnished upon application.

Entered as second-class matter February 1, 1904, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.

NEW YORK, March, 1904.

The "know how" is what counts in business—it may be said to be the "secret of success." The man who "knows how" is the one who knows his business, and makes a success of it.

There is a whole lot of difference between the man who "knows how" and the one who "knows it all"—the latter is out of place in any business as well as out of joint with the times; the wise man learns something new every day of his life.

A certain merchant who "knows how," says "that success is easier than failure," and the rules are simple and few in number, as follows:

1. Industry, not overwork.
2. Profit by others' experience.

3. Ability, with modesty.
4. Simple and correct habits.
5. Honesty, courtesy and fairness.

Defeat is many times turned into victory through determination, perseverance and unconquerable courage. Success is not a mere matter of chance—it is the result of work.

H. S. Bishop, a hustling representative of this magazine, who has been doing effective work in and around Gotham, will in the near future make Philadelphia his headquarters and we bespeak for him the trade's kindly consideration.

It has been said that salesmen—like poets—are born and not made. However, almost every man possesses the instinct of a salesman in a greater or less degree; and this may be cultivated through observation and strict attention to business. To barter, trade or "swap" is an inborn trait in every man, and the man who cultivates this to the highest state of perfection is the best salesman and the one who sells the most goods.

Buymanship and salesmanship are a strong team—they always pull well together. Any one can buy goods, but to buy the *right* goods and at the right prices is buymanship, which coupled with salesmanship, will turn over many lots of goods during the year. Here is an old saw that every merchant should remember: "Well bought is half sold."

What would you think of an agriculturist who planted his field and then simply waited for the harvest? Of course, he would be a very unwise Ruben; after the ground has

been properly prepared and the seed sown he must cultivate the land carefully and keep out all weeds, that the soil may have a chance to produce a bountiful harvest. It is very similar with the merchant and cigar seller—only, he is selling good “weeds,” and after fitting up a handsome store and stocking it with the right sort of “weeds” and other merchandise for smokers, he must then cultivate for the harvest. The best thing to make business grow is advertising and it must be properly planted all over the farm; and cultivated to the highest possible degree of perfection at the front gate, or show window.

Look prosperous, it may perhaps cost a little more but it is worth every penny it costs. If a man looks prosperous he is thought to be prosperous and he should see to it that there is an air of prosperity about his place of business—make it attractive and the first step in that direction is to keep the store clean and window free from dust.

Paint and putty will cover up many a crack and brighten up the interior and exterior of the average establishment. Sometimes the amount necessary to put old cases and fixtures into proper shape might better be applied to the purchase of new and more modern show cases and store fittings. The initial cost of such improvements ninety-nine cases out of a hundred is an investment that will be returned many times over through increased patronage, brought about through added attractiveness and the appearance of prosperity.

NEW YORK AMUSEMENTS.

FEW realize the vast army of employees about a theatre—in the Proctor houses more than one thousand men and women are carried on the pay rolls, in addition to several hundred actors required for the actual entertainments. The audience see the actors and ushers, and perhaps a few others, but there are hundreds never seen by the audience and it is the result of their work which makes the Proctor houses such enjoyable places to visit, where absolute cleanliness and attractiveness is seen on every hand, and a person can always count on seeing clever entertainments reproduced by the best known head liners in vaudeville at Proctor's 23d St., 5th Ave., 58th St. or 125th St. Theatres.

At the Broadway the “Yankee Consul,” and Raymond Hitchcock are still the great attraction.

Henrietta Crosman in “Sweet Kitty Bellairs,” still crowds the Belasco.

Wm. Collier has scored the hit of his life in “The Dictator,” at the Criterion.

The beautiful radium dance in “Piff, Paff, Pouf,” at the Casino, is well worth going to see.

“The Virginian,” at the Manhattan is still drawing large audiences.

At the Majestic “The Wizard of Oz,” is still crowding the house.

“The County Chairman,” continues to delight large audiences at Wallack's.

At the Herald Square “The Girl from Kays,” is nearing its two hundredth performance.

Eleanor Robson in “Merely Mary Ann,” is a fixture at the Garrick.

“The Prince of Pilsen,” continues to entertain patrons at Daly's.

PUFFS OF SMOKE.

FOR three years at least the jobbing establishment of Geo. L. Storm & Co., will be continued at 24 Murray St., New York—a lease for that period having been signed. Many improvements will be made and a colossal humidior will be built in the cellar.

—"Squabs," the short and fat cigarette made by the Onargo Sigaret Co., 141 Maiden Lane, New York, is making rapid strides and meeting with popular favor of smokers on all sides. They are a sensible paper wrapped smoke of "The Better Sort."

—The firm of Y. Pendas & Alvarez has been incorporated, in order to perpetuate its name and maintain its individuality. The business will be continued under the same name and style, and along conservative lines as in the past.

—Business is more than good with Bustillo Bros. & Diaz, of New York and Tampa, and Henry the Fourth, continues to please and satisfy an ever increasing army of smoke critics.

—T. J. Dunn & Co., makers of the Pete Daly and various other brands of cigars, have removed their offices from Philadelphia to New York, and are now located at 182 to 190 Avenue C, this city.

—More men are now being employed by the Ruy Lopez Co., than at any previous time in the company's history, and the factory at Key West presents the appearance of a veritable bee-hive. Heavy shipments are being made regularly and still there are many orders remaining on the files from week to week. John Wardlow, president of the company, keeps matters moving along satisfactory lines.

—The well known house of M.

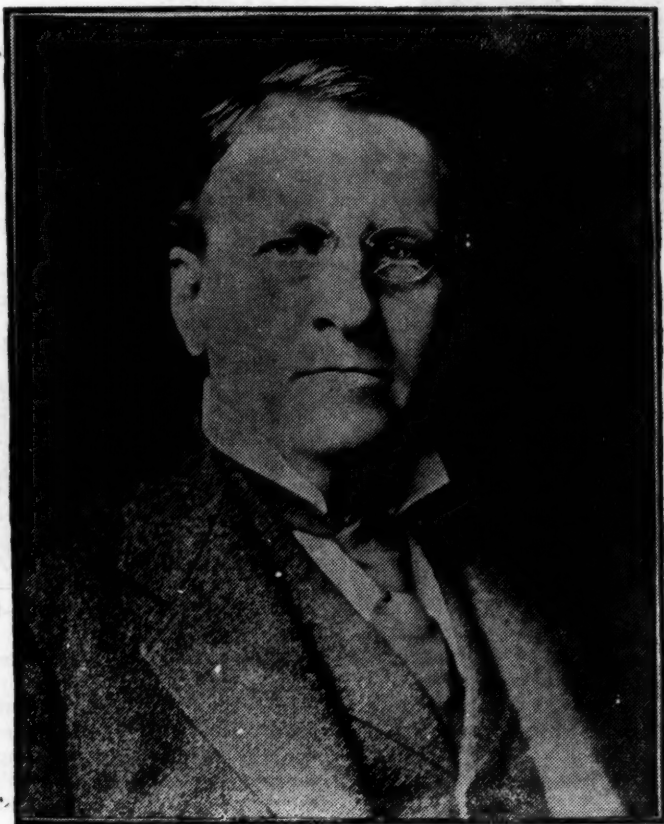
Stachelberg & Co., has decided to enlarge the Tampa factory in order to accommodate several hundred more cigarmakers. Edgar J. Stachelberg the head of the firm recently purchased the handsome Littlefield residence, which is situated on the Boulevard fronting the bay shore, at Tampa, where he and Mrs. Stachelberg will spend the greater portion of their time. The demand for La Fama Universal continues to keep well ahead of the factory's ability to fill orders, which has gradually brought about the necessity for an increased output of these staple goods.

—"At the Sign of the Bull Dog," 135, 137 and 139 Maiden Lane, New York, the firm of John W. Merriam & Co. keep up a steady grind, which is necessary that orders for Baron De Kalb, Henry Irving, Bull Dog, and their other various brands of "Pure Habana Segars," may be filled with a reasonable degree of promptness. Handsome orders are being received in almost every mail; and "All's well" at the Roycroft segar shop.

—There seems to be no let up in the demand for the popular cigars of E. Kleiner & Co., 320-322 East 63d St., New York, and the factory has been exceptionally busy for many months past. Orders from the Western and Southern territory are eminently satisfactory and other sections are showing up in good shape.

—Necessity compels the employment of a full complement of cigarmakers at the factory of the Ferdinand Hirsch Co., Key West, that the heavy orders for Mi Favorita may be promptly filled.

—The gross revenue of the Cecil Hotel, London, for the past year amounted to considerably over one million dollars.



SENATOR JOHN C. SPOONER OF WISCONSIN.

Senator Spooner is one of the giants in senate debates. He is a ready and logical talker, and when he takes the floor senators listen to him with interest. In 1900 he announced his "unalterable purpose" not to be a candidate for re-election to the senate, but was elected and took his seat.

Nothing Else Would Satisfy Him.



He—What shall we buy our little Willie for his birthday?

She—I'm afraid nothing will keep him quiet but a new drum.—New York Times.

A Suggestion.



He—I suppose it would not be proper to kiss you on such a short acquaintance?

She—No. What a pity we haven't been acquainted a little longer!

THE WORLD OF TOBACCO.

BUSINESS at Key West continues most active and has shown a steady increase ever since the first of the year, which if continued in the same ratio will make this the heaviest year in Key West's history.

—Rumor has it that New York club women are planning a clubhouse where they may drink and smoke. Who shall say nay?

—There is a difference of opinion among Connecticut growers as to the acreage of shade grown tobacco to be raised this year. When properly cared for it is said to be a profitable crop.

—Net earnings of the American Cigar Co. last year were \$807,012.44. This amount was added to surplus—no dividends being declared or paid.

—Senator Fitzgerald's recent bill in the New York Legislature prohibits the giving away of gift tickets or coupons with the sale of cigars, tobacco and cigarettes; and provides a fine of \$10 to \$50 for each violation.

—Cultivation of tobacco in Australia is somewhat of a failure—the late acreage is only about one-fifth of what it was in 1897.

—The present Cuban tobacco crop is said to be the largest yield seen in the past 50 years and there is hardly half the shed-room needed; many farmers are hanging tobacco on their verandas, filling their houses and living outdoors. The plants are of large growth and fine leaves and promise to cure well and bring good prices.

—On July 1st the Japanese monopoly tobacco law will take effect—it is similar to the French law.

—Rumors are in current to the effect that Cameron & Cameron Co., Richmond, Va., are about to dis-

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

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YOUR MONEY RETURNED

If you do not have a Cool, Dry Smoke.
No Nicotine. No Mouthful of Bitter
Juice, No Old Pipe Odor, if you smoke

THE MAY BELLE



Patented June 10, 1902.

SAURMAN'S New Era Pipe

It's easy cleaned, don't get rank; \$1.00
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With fine amber stem, \$2.50.

With fine amber stem, heavy silver
ferrule, \$3.50.

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Business men can save much
valuable time by using a Type-
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one after once using. We fur-
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monds and a standard machines
at from \$35 to \$40, with full
guarantee. New machines at
reduced prices. Will send ma-
chine subject to trial. Standard
machines rented at \$3 monthly.

pose of their plant to the Trust.
However, the deal had not been con-
summated at last account.

—Acker, Merrall & Condit Co.
have secured the corner of 42d St.
and 5th Ave., New York, which will
be opened as a first-class cigar es-
tablishment about May 1st. In the
future this company proposes to
give special emphasis to their retail
cigar department.

—In round numbers a million and
a half different brands of cigars are
made, which are composed of about
150 different kinds of tobacco. This
would appear to be 10,000 different
brands made from each kind of to-
bacco, but there are many combina-
tions and blends, which accounts for
the grand total.

—The six cigar stores of the
Thad. H. Howe Co., of Chicago,
have been acquired by the United
Cigar Stores Co. at a reported price
of \$150,000.

—"Six for a quarter," seems to
be causing a good deal of trouble
among Minneapolis cigarmen—
they are discussing ways and means
to put a stop to it.

—S. L. Goldberg is to have six
cigar stands at Coney Island this
summer which will be conducted
under the name of the Mutual Ci-
gar Stores Co. Several stands at
this resort were operated success-
fully by Mr. Goldberg last year.

—The cigar privilege at Steeple-
chase Park, Coney Island, is held by
Excelsior Specialty Co. An excel-
lent business is being transacted.

—Thirty cars of tobacco were
shipped from Durham, N. C., on the
1st inst. consigned to a Chicago
concern. The shipment contained
2,800,000 packages of tobacco.

—Prosperity continues at Tampa
and the steady development of this
great cigar center goes on apace.
The weekly pay roll at Tampa's ci-
gar factories is said to be working
up well towards \$100,000.

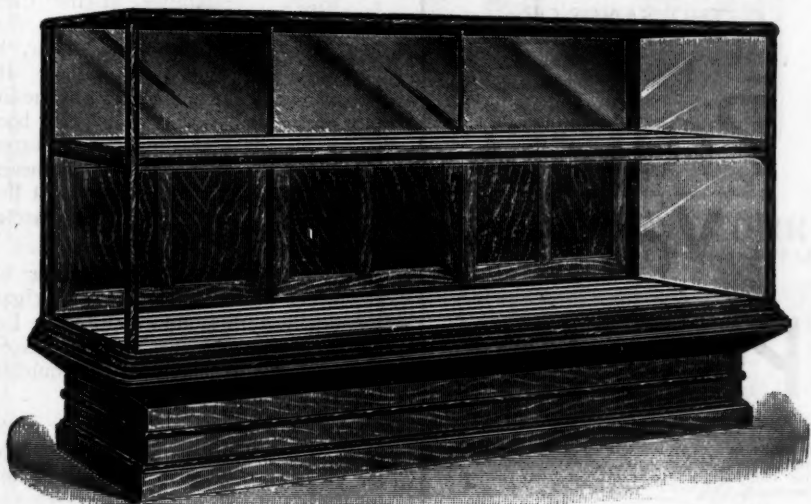
—The Retail Cigar Dealers' As-
sociation of Chicago contemplate

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JOHN HOFMAN CO.,

MANUFACTURERS HIGH GRADE
OF

SHOW CASES,



No. 62.—COMBINATION CIGAR AND MOISTENING CASE.

Store Fixtures and Interior Woodwork
FROM ORIGINAL DESIGNS.

**We want you to send for Illustrated Catalogue and
mention The Smoker's Magazine.**

Office and Factory:
30 & 32 SOUTH WATER ST., ROCHESTER, N. Y., U. S. A.

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**SOME DO—SOME DON'T
DON'T BE A DON'T**

Register YOUR BRANDS

**A
GOOD NAME
FOR A CIGAR IS WORTH
THOUSANDS OF
DOLLARS.**

Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

**Have Your Brands Registered
For Your Own Good.**

We have the best and most up-to-date facilities for Registering Brands, and guarantee *Superior Service* in every particular.

**Registration with Sealed Certificate, \$1.00
Search, Resulting in Rejection,25**

Cash to accompany all applications.

**The Smoker's Magazine Co.,
Times Building, New York.**

**Red Register
Bureau.**

establishing a clearing house for independent goods, that retail dealers may deal with a strictly independent source of supply.

—Three Pittsburg stores of the United Cigar Stores Co. are to be closed and a number of the company's leases have been turned over to a real estate agent—high rent is the cause.

—Regarding the abolishment of the import stamps on imported cigars it is stated that Secretary Shaw is officially considering the matter. It will be remembered that months ago when a committee of the Clear Havana Cigar Manufacturers conferred with Chairman Payne, he also promised to consider the matter. The abolishment of the import stamp would be a great boon to the clear Havana manufacturers of the United States and the necessary legislation to bring about that desirable end should be enacted without delay.

—A tax of \$25 a quarter for every dealer of cigarettes or cigarette papers is now before the Los Angeles authorities. If it is passed, as seems probable, it will doubtless result in more "blind pigs."

—At the annual meeting of the stock holders of the Metropolitan Tobacco Co., last month the same board of Directors was re-elected.

—During one of the cold snaps the past winter a Westerner who tried to keep his pipe alight, while the thermometer 38° below zero, froze three of his fingers.

—Business is moving along at a brisk rate at the headquarters of the Retail Cigar Dealers' Association, 3d Ave., New York. New goods are coming in almost daily and the shipping facilities have necessarily been increased.

—The Universal Tobacco Co. litigation is at an end. Geo. P. and Wm. H. Butler are now in complete control. It is likely that the

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ACKER, MERRALL & CONDIT CO.



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Chambers St., West Broadway and Warren St.,
57th St. and 6th Ave. and 135-139 West 42d St.

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We want a hustling representative for THE SMOKER'S MAGAZINE in your city, and have a magnificent proposition for you that will increase your regular income largely.

It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive side line for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.

The Smoker's Magazine,
41 Park Row, New York.



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A Lick and They'll Stick,
But You'll Not Get Stuck.

2000 GUMMED LABELS

SEND CASH
WITH ORDER.

\$1.⁰⁰

Advertise Your Store.
Increase your Business.

A. WISEMAN,
DEALER IN
FINE CIGARS,
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EXACT SIZE, 1 1/2 X 1 1/2 INCHES.

Library. Neatly printed on *best* gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order *now*.

YOU WANT MORE?
ALL RIGHT! Send us

\$2.⁰⁰ FOR 5000

OF THE BEST GUMMED LABELS MADE.

The Smoker's Magazine,
41 Park Row, New York.

3c. STAMPS ACCEPTED.

Anything you want on them; but the less you have, the better they will show up.

This label contains all that's neces-

company will be consolidated with the Commonwealth Tobacco Co., of Lynchburg, Va.

—A spiral fire escape, which consists of a large upright iron cylinder, for hotels and other large buildings, has been patented. The cylinder is erected on the outside of the building, a door being cut through at each floor on to the spiral, down which any number of persons may slide at a safe pace. It is an excellent idea, as it may be applied to the outside of any building or house with little or no trouble. Any one interested should write the Dow Wire Works, Louisville, Ky.

—A sign in the office of a Dakota hotel reads: "No poker allowed, unless the old man is invited to join the game"—the "old man" of course meaning the hotel proprietor.

—The cigar store recently owned by Joseph Kasper, in Faribault, Minn., has been purchased by Paul Fischler, who has greatly improved the establishment.

—Waffle, meaning honeycomb, is of Teutonic origin. The Germans are great consumers of this delicacy.

THE CURIOSITY VENDER.

"Good morning, Mr. Verder? How is the curio business today?"

"Fairly good. Can I do anything for you?"

"Since you deal in old manuscripts, I have thought I might sell you one."

"Um! The prices we get for manuscripts are so poor that it hardly pays us to buy them, even when we get them at our own terms. But to whom am I indebted for this visit? I don't know that I ever saw you before."

"Call me Damon. I don't care to be known just now, especially in this transaction. If the police should get hold of the matter, they might make trouble for me."

The shopkeeper turned a pair of gray eyes, partly covered by shaggy eyebrows, like those of a terrier dog, on his visitor.

"If I could find a certain man," con-

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YOU**



**WANT
TO**

MAKE MONEY?

Fortune favors those who make the most of their time. Every business requires printing and an Excelsior Press in your office, store, hotel, shop or in your home, will do it cheaply and well—it will save more than half the cost of your printing and enable you to do more advertising for less money and thus increase your business.

During leisure hours you can easily print your own cards, envelopes, letter-heads, labels, etc., and also make much money by printing for your friends and neighbors and the business men in your vicinity.

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Buy a press for yourself or your son—you will both enjoy printing and at the same time earn many dollars. What other amusement will give him fun, pocket money, and improve his spelling, punctuation and grammar, and educate him to be a successful business man?

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Send at once for our illustrated catalog giving full particulars and *factory prices* of presses, type and material. Don't delay. Write Today.

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The Press Company,

(Established 1872)

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U. S. STANDARD

Counterfeit Coin Detector.

Awarded Two Medals by the
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Is a perfect scale, 9½ inches long, that tests and weighs coins with the utmost accuracy, measures the exact thickness and diameter of all the principal U. S. Gold and Silver Coins and enables you to DETECT A COUNTERFEIT in an instant.

The scale is constructed on scientific principles, yet it is simple and easily understood; and being made of one solid piece of brass and heavily nickel plated, no handling can affect its perfect action when placed on a level surface.

What is

**PROTECTION
AGAINST FRAUD**

Worth to you?

Upon receipt of \$1.25 your name will be entered for a year's subscription to

**THE SMOKER'S
MAGAZINE,**

and one of these Detectors, in a neat box, sent you by prepaid mail.



POSITION OF SCALE WHEN COIN IS GENUINE.

The Smoker's Magazine Co.,

Times Building, :: New York

tinued Damon, "I could sell it to him for every cent he has in the world."

Verder said nothing for a time. He appeared to be puzzled by the singular statement. Damon was watching him closely. "Why do you come here?" said Verder at last.

"I have thought you might find the man for me."

There was another pause, at the end of which Verder said:

"I could tell better about that if I knew his name."

"It is Dealy."

Verder turned from the piercing glance the other brought to bear upon him, went to a desk and began to look over his cashbook.

"You don't seem to know him."

"No, I don't. You must excuse me. I am busy today. Last night there was an error in my cash."

"Would you not like to see the bit of paper I refer to?" asked Damon.

"It would not interest me."

"Not even to know where it was found?"

The curio merchant seemed not to hear the question. He was adding a column of figures. Damon proceeded:

"I had a visit the other day from a dealer in secondhand furniture. He told me that he had bought a desk that had belonged to an old man who was found one morning some years ago dead in his bed. Had it not been for some blue marks on his throat—there were three right hand finger marks, the third finger missing—his death would have been attributed to heart disease. As it was it was believed that he was murdered. When his estate was settled, instead of finding \$500,000 in government bonds which the deceased had informed his family he had put away for a certain use none was found. Well, as I see that I am boring you I will condense what I have to say. The furniture dealer who bought the desk was putting it in order when he came upon a secret drawer in which was a letter. That's the letter I came here to sell."

Meanwhile the curio dealer had ceased to add figures and was listening breathlessly. When the speaker had finished he turned his face to a fireplace fitted with a colonial mantel, brass andirons and fender. He placed his hands on the mantel, bowed his head and groaned. The third finger on his right hand was missing.

Presently he turned.

"What do you want for your—your

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ST. DENIS HOTEL,
Broadway and Eleventh Street.
NEW YORK.

Reasonable Rates. Convenient Location.
William Taylor & Son.

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Room with board, \$3 upward.
European plan, \$1 upward.
L. J. Maltby, Prop.

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Most Elegant Hotel in the West.
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The Hotel "Par Excellent" of the
National Capitol.
First class appointments.
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Rate, \$2.00. Electric lights and bells;
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EMPIRE HOUSE,
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A hotel noted for its excellence; liberal
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J. I. Brenizer, Prop.

THE NORVAL,
LIMA, OHIO.

Caters to Commercial Trade.
Large Sample Rooms.
American: \$2.00, \$2.50, \$3.00.

HOTEL EUCLID,
Cleveland's New and Up-to-Date Hotel.

New and modern. Heated by steam.
Lighted by electricity. Long distance
telephone in every room.

300 ROOMS

150 with bath, \$1.50 to \$5
150 with hot, cold water, \$1 per day up
Fred S. Avery, Prop.

THE ANDERSON.
ANDERSON, IND.

All outside rooms, \$2.00, \$2.50.
Large sample rooms on ground floor.
Try The Anderson.

Joe Hennings, Prop.

HOTEL NORMANDIE,
Michigan Boulevard, 12th St.,
CHICAGO.

ABSOLUTELY FIREPROOF.
W. H. Worth, Prop.

THE LINCOLN,
Ontario St., One Block North Public
Square, CLEVELAND, OHIO.

Conducted on liberal lines under a
new management. Recently ampli-
fied and modernized.

Thomas F. Harrison, Mgr.

NEW HOFFMAN HOUSE,
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curio?" he asked.

"You wouldn't buy it without seeing it, would you?"

"I? I wouldn't buy it, but I know a man who"--

"Just so. I thought you would know somebody who would take an interest in the matter. But I think it would sharpen your faculties to see the letter or at least hear it read. I will read it to you." And, taking a paper from his pocket, he read aloud:

I must have the rest of the bonds before the close of the month. If not you will not live to complete the year. DEALY.

"The name is made up," continued Damon, looking up at his victim. "That's plain. It's the word 'deal'--a pretty villainous deal, I should say. How much would your friend pay for the letter?"

"Name the price," said Verder hoarsely.

"The missing bonds."

"If you will come in tomorrow, I will tell you what I have done."

"I must know today."

"Well, remain here. I will be back within half an hour."

"If you need to send a messenger, call one, but I'm a timid man and wouldn't like to be left so long alone."

"What guarantee has this--Dealy--that he will not be prosecuted?"

"Ah! Now we are getting to something that interests you. Look at this."

He drew from his pocket a paper, which he handed to Verder. Verder read it and put it in his own pocket. It was an indemnification.

"Now you're acting like a sensible man. But I want to explain to you that the estate of the man who was bled of his bonds turned out a shell, and his family are impoverished. That's why Mr. Dealy escapes the gallows. See?"

Verder took up an old bayonet. Damon drew a revolver, but he had no occasion to use it. Verder used the bayonet to raise some brick and mortar on the hearth of the fireplace and took out a package, which he handed to Damon. Damon unrolled it and counted 500 thousand dollar United States bonds.

"I thought we'd make a deal, Mr. Dealy. Good morning. I'm sure you have sense enough to keep mum, and I assure you the rest of us have. You see, this cheating the gallows is dangerous work when found out."

And, turning, the detective left the shop.

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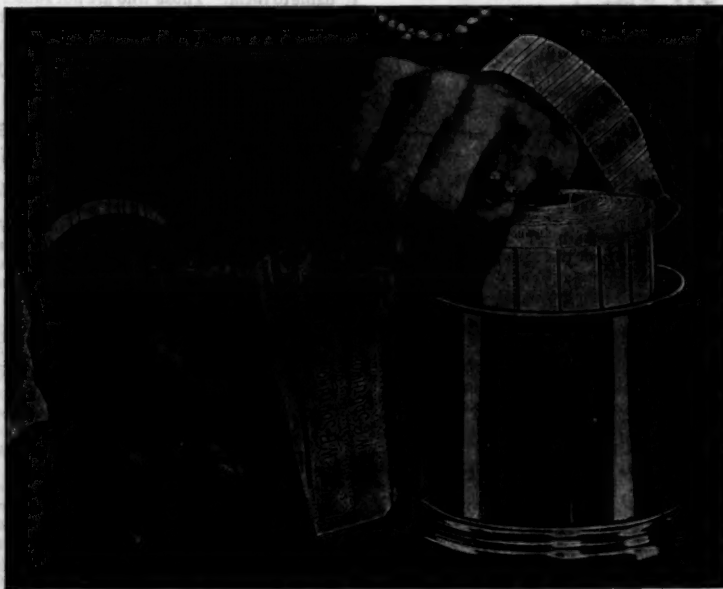
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